

J-24-J		6/1/98	
SUBJECT: POS Kit for WINSTON No Bull 5 Sweepstakes Offer			
DISTRIBUTION:			
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> KAM	<input checked="" type="checkbox"/> DM	
<input checked="" type="checkbox"/> RSM	<input checked="" type="checkbox"/> AM	<input checked="" type="checkbox"/> RM	
<input checked="" type="checkbox"/> RBM	<input checked="" type="checkbox"/> AE	_____ Sales Rep	
<input checked="" type="checkbox"/> ROM		_____ Retail Rep	

(The following letter was U.S. mailed to customers in MA, VA, MI)

J-24-J

June 1, 1998

To Our Valued Customer

Sales		Retail	
1221 _____		1222 _____	
1222 _____		1223 _____	
1223 _____		1224 _____	
1224 _____		1225 _____	
1225 _____		1226 _____	
1226 _____		1227 _____	
1229 _____		1228 _____	
1240 _____		1229 _____	
1244 _____		1230 _____	

ROM

PC SC  
MC PA

RSM RBM

You may have recently received by mail a point-of-sale kit for the WINSTON No Bull 5 Sweepstakes offer. These materials were inadvertently shipped to stores in Massachusetts, Virginia, and Michigan. This offer is void in Massachusetts, Virginia, and Michigan and wherever prohibited by law.

Please remove and destroy these material immediately.

We apologize for any inconvenience this may have caused.

R. J. REYNOLDS TOBACCO COMPANY

51851 5257